

Memorandum

September 17, 2012


Notification of Coors for Congress LUR Value Owed

On 9/9/12, KUSA ran a :30 commercial equivalent that was below the LUR paid by the Coors for Congress campaign. A commercial spot with the rate of \$25,000 ran in the 9/9 Denver Broncos Football Game. This spot affected 1 X :30 purchased by the Coors for Congress campaign at \$28,000 each. A rebate of \$3000 is owed.

This rebate will be provided as no-charge commercial :30s that will run in the following schedule:

- 1 X :30 in 10P-10:37P 9News at 10P on 9/19/12. This is valued at \$2400
- 3 X :30s in Colorado & Company 10A-11A. 1X each on 9/19, 9/20, and 9/21. Valued at \$200 each.

Thank you for your attention to this.

A handwritten signature in black ink, appearing to read 'Amy Nisenson', followed by a long horizontal line extending to the right.

Amy Nisenson
National Sales Manager